



Foreign Agricultural Service

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## France

## Organic Products

# France: Organic Food Report 2001 2001

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### Report Highlights:

Domestic production of organic products is not keeping up with strong consumer demand. U.S. exporters who can provide a consistent supply of high quality organic products at a reasonable price can find opportunities in this market. French demand for organics is strong and growing. In 2000, sales reached \$1 billion and market growth has been averaging 20 percent a year.

After expanding 44% in 1999, area planted in organics increased another 17% in 2000. The slower expansion may be due to late modifications in the government's financing plan for converting traditional farmland to organic production.

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Includes PSD changes: No

Includes Trade Matrix: No

Unscheduled Report

Paris [FR1], FR

## SECTION I. SUMMARY

In 2000, organic food sales in France were estimated at 7.5 billion FF (\$1 billion) and are expected to reach FF 15 billion (\$2.4 billion) by the year 2003. The overall organic planted area has increased by 160 percent since 1995. In 2000, 370,000 hectares (ha) or 1.3 percent of the total French cultivated area were planted in organics.

Faced with strong demand, the French organic livestock and poultry sectors are at record level production. Other domestic organic products enjoying strong demand are grains, oilseeds and organic proteins, cereals, dairy products, fresh and processed fruits and vegetables, baby foods, and to a lesser extent wine. French supermarket chains account for almost half of organic food sales. The remaining half is split among health food stores, direct sales and open air organic food markets.

France is both a market for and a competitor to U.S. suppliers. French concerns about health and food safety issues are driving demand for organic food products. Current French production cannot meet the demand, especially for vegetables and milk. As a result, French imports of organic food products have risen steadily. French processors are in short supply of organic ingredients such as exotic fruits, nuts, honey, milk and grains for animal feed.

The European Union (EU) and the French are investing in organic agriculture. In 1999, the French Ministry of Agriculture budgeted FF 96 million (\$16 million) to convert farmland to organic production. This program is financed 50/50 by the EU and the French Government and was instituted to stimulate organic agricultural production with the goal of making France the leading European supplier of organic food and products by the year 2010.

Advantages and challenges faced by U.S. suppliers in the French organic market:

Advantages	Challenges
Best prospects are for organic products not grown domestically or not in sufficient quantities, and many are uniquely American.	French processors and consumers prefer locally or regionally grown foods to imports. To better compete, U.S. companies should be able to provide steady supply of high quality products at competitive prices.
Lack of processed/easy-to-prepare organic foods offer opportunities to U.S. companies	U.S. Companies should be accredited for exports to the EU through U.S. certifiers
Organic products are becoming more popular and more commonly carried by French supermarkets.	Government support is provided to conventional farmers who want to convert their operations to organic production.
U.S. companies have a geographic disadvantage with higher transport costs to target markets.	Competitors, mainly European, operate under well developed set of regulations and standards for organic food production and processing which are recognized in target markets.

U.S. companies are reliable suppliers of high-quality innovative organic products.	Increasing competition in organic proteins for animal feed and grains from Central Europe, and milk from Germany and Belgium.
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## SECTION II. REGULATIONS AND POLICIES

The production, labeling and importation of organic foods is covered by Council Regulation 2092/91, as amended. Regulation 1804/99 covers livestock products. The word "Organic" can only be used for products conforming to these regulations. Products imported from the United States need to be certified organic and exporters must work through the individual Member States of the European Union (EU) to obtain clearances to import certified organic products on a case-by-case basis.

EU organic product legislation requires that organic product certifiers meet criteria as certification bodies as defined by EN 45011/ISO Guide 65. Member States of the EU are now starting to implement this requirement. USDA's Agricultural Marketing Service (AMS) has developed a program to accredit U.S. organic certifiers. To date, the Netherlands, Denmark, U.K., France, and Germany have said that they will accept AMS accreditation of certifiers.

### **Packaging:**

French consumers prefer old-fashioned packaging of traditional, environment-friendly material such as paper, board and glass. Because of its newness, the organic market does not use bulky packaging commonly found in specialized stores.

### **Labeling:**

Labeling requirements for organic food products are identical to those for regular food products. The label should be in French and indicate the mandatory following information:

- Name and type of product
- Product country of origin
- Importer's or vendor's name within the EU
- Manufacturer's lot or batch number
- Shelf life (perishables must indicate their date of expiration)
- Statement of contents (i.e., list of ingredients, including nutritional ingredients expressed in metric units)

Note: The French Ministry of Agriculture's "AB" (Agriculture Biologique) official logo which goes on every product certified by one of the eight French agencies: Ecocert, Qualité France, Ulase, Agrocet, Certipaq, Aclave. "AB" guarantees that these products contain only organic raw materials and no chemical additives and colorings. It also shows that producers, importers and distributors are registered with an EU member state organic food trade association. The French certified agencies conduct inspection tours each year to enforce strict controls on production.

**Government Support:**

In December 1997, the French Government launched an action plan involving subsidies totalling FF 60 million (\$10 million) to stimulate and improve organic production, distribution and sales. In 1999, this five year plan benefitted from additional support from the French Ministry of Agriculture raising the total amount to FF 96 million (\$16 million) with the objective to make France Europe's leading supplier of organic foods and raw materials by the year 2010. However, in the meantime the other European countries accelerated their own programs, in six months United Kingdom doubled the amount of its organic farmland and reached one million hectares.

The goal of the French Government is to convert one million hectares of farmland to organic production. The Government estimates that by 2010 the number of certified organic producers will grow from 9,260 today to 25,000 and that organic food sales will grow from 0.5 to three or four percent of total retail food sales.

**SECTION III. CONSUMPTION AND MARKET SECTORS****A. CONSUMPTION**

Most consumers in France fall under three types:

- ! The Politically/Ideologically Motivated:  
Long-time promoters of the environment, animal rights and personal health, they are organic products' loyal consumers. They tend to be well-educated and middle-aged. Belonging to mid- to high- income brackets, they have little concern for price and accessibility. They often shop in health food stores and through direct sale schemes.
- ! The Health-Conscious:  
They are also long-time consumers of organic products. However, they factor price and convenience into their purchasing decisions. They tend to be professionals aged 25 years and above. Concerned less by the environment than by health matters, they select products on the basis of health-related criteria. While they frequent supermarkets they also shop in health food stores.
- ! The Switchers:  
Easily swayed by the media, they are also concerned about the environment and animal welfare. Price and availability determine their purchases. Price premiums must be justified by taste and health benefits. Food scares increase their consumption of organic food. They waver between organic and health foods. They tend to be younger than the two other profiles.

Organic food retail sales are rising among the latter two categories. In Paris, per capita expenditure on organic food products is higher and sales more concentrated.

According to a consumer survey conducted by Carrefour, one of France's leading retail chains, the best-selling grocery items are biscuits, crisp breads, galettes, fruit juices and jams, cereals, flour, pastas, rice and bread. In France, the trend toward organic foods began some ten years ago with grains and grain-based products, followed by fruits, vegetables and dairy products. Today, meat and poultry products are easier to find on the market than in 1998 due to the increase of the animal production in France. Organic fish is still rare, as, with the exception of fish raised on farms, it is difficult to enforce organic standards among fish suppliers.

The same survey shows that consumers buy organic foods for health concerns, flavor, environmental protection (e.g., the use of recyclable packaging), and practicality (i.e., individual portions). There is growing evidence that rising health consciousness is boosting the image of natural and organic foods. Recent food safety problems, such as BSE, nitrates in water, pesticide residues, high dioxine levels and genetically modified food, are also increasing demand for organic food products.

Another poll, conducted during an organic food show on a sample of 1,000 persons over the age of 18, reveals that 59 percent of organic foods consumers believe organic foods are a passing phase that will have little impact on French eating habits. Only ten percent of respondents regularly eat organic food products, while 38 percent profess eating them from time to time. All respondents agree that organic food products are consumed for their perceived natural and high quality. French consumers recognize the label "AB." 80 percent of organic consumers believe that "AB"-labeled products are subject to strict controls. However, few French consumers associate organic food products with flavor and freshness.

Substantiating organic food consumer profiles, 50 percent of respondents who buy organic food products were between the ages of 25 and 49 and either worked in management positions or were self-employed professionals, they lived in city and had a high income. This poll implies that consumers who work in manual jobs, are retired, or are unemployed are less likely to buy organic foods.

## **B. MARKET SECTORS**

### **1. Retail Foods**

#### **Entry Strategy**

In general, French organic growers sell to processors, retailers or directly to consumers. They reach consumers through farm shops, deliveries, and open-markets. The number of organic markets, *stricto sensu*, is small in France. Nevertheless, a growing number of little producers add themselves to conventional markets. Also, In 2001 almost 250 fair trades or trade shows are organized around the country, these shows give growers access to urban dwellers.

Some organic fruit and vegetable products are sold through wholesalers, although this practice is not the norm. Others are sold to groups that band together some producers of a region. In the latter case, groups use logistical companies to broaden their reach of deliveries.

Although they have no contractual agreements, processors buy directly from growers. Both sides prefer to buy and sell on the spot. Processors are also the main buyers of imports. They buy both ingredients and finished products to sell through their marketing organizations. There are some 42 specialized importers, small to medium sized organizations. They sell only through processors or wholesalers as they do not have the marketing capacity to reach retailers. Some wholesalers also import directly from supply retail outlets. Wholesalers are in a weak position because of the high margins they must maintain in order to procure goods from a large number of small producers and distribute these goods to small retail outlets. To avoid this situation, growers and retailers band together to form their own delivery groups. Similarly, retailers form their own buying groups. Many individual growers are limited by their small sizes from meeting wholesalers requirements.

The best way for a U.S. exporter to penetrate the French market is to deal through an importer or distributor. U.S. companies with branded organic foods should advertize through trade shows and specialized magazines. They may contact the Office of Agricultural Affairs in Paris for a list of specialized trade shows and magazines..

### Market Summary

In 1999, the organic food market's overall size in France was estimated to be FF 7.5 billion (\$ 1 billion), making up 0.5 percent of total French retail food sales. This market has been growing at a rate of 20-25 percent per year.

#### Estimated Shares of Major Channels of Retail Organic Foods Distribution in France in 2000 (In percentage)

Supermarkets	43
Outlets specializing in organic products	47
Direct sales	10

Source: Synadis (French Health Products and Organic Products Distributor Association)

Outlets specializing in organic food products are 1025, including 575 independants distributors, 390 franchisee shops and 60 integrated shops. The total saling area represent 145 000 m2. 54% of the specialized outlets turnover is done by outlets with more than 150 m2.

### Company Profiles of the Major Retail Organic Outlets

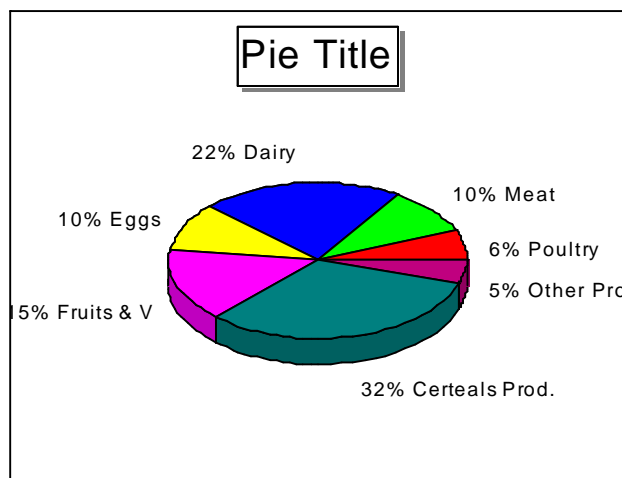
Retailer Name and Outlet Type	Owner ship	Total Sales (in \$)	No. Of Outlets	Locations	Purchasing Agent Type
Carrefour	Local	60B	3260	France/Spain/ Latin America Asia and Eastern Europe	Direct
Auchan	Local	21B	457	France and Spain	direct
Casino	Local	17B	5376	France	importer/broker
Cora	Local	7B	235	France/Belgium and Hungary	importer/broker
Leclerc	Local	24B	504	France, Poland, Spain, Portugal	importer/broker
Monoprix Prisunic	Local	3B	261	France	importer/broker
Dame Nature/ La Vie Claire	Local	13M	101	France	direct/importer/ broker
Biocoop	Local	140M	210	France	direct wholesalers
Aux Rayons Verts	Local	N/A	45	France	Wholesalers importers
Naturalia	Local	14M	16	Paris only	direct importer/broker

Most of the supermarket chains have their own organic food label, carrying an array of products from dry foods to dairy products to meat and to fresh produce. Some retailer outlets have positioned themselves as exclusive sellers of organic products.

## Sector Trends

### *Shares of the French Organic Food*

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*Market in 2000*

Source:

Bio Convergence (French Professional Association for Organic Foods)

There is no precise data on the growth of these sectors, but interview information gives the following indicative growth rate for the coming years:

*Soya Products* are currently fashionable and enjoying a robust growth rate in market share. Trade information indicates that the current market share of 6 percent for soya products will continue to grow.

*Dairy Products* are one of the fastest growing segments of the organic food market. Many of the leading conventional dairies have invested in organic milk production. The French Organic Federation (FNAB) estimated that this market segment would have an annual growth rate of 23 percent within four years. Actually in 1998 the share of the dairy products represented 8%, it has increased until 22% in 2000. Rising organic milk production has increased the range of processed value-added organic milk and dairy products. An increasing variety of organic cheeses, butter, yogurts and fromages frais is widely available in most retail outlets, with some supermarkets selling their own label dairy products.

*Other Products* include high value-added items such as prepared meals and dishes that are growing at a fast rate.

*Meat and Poultry* is a rapidly growing sector. Demand is outstripping supply and retailers are often out of stock. It is likely that food safety issues, such as BSE and dioxin, are driving demand. Supermarket chains like Auchan have signed contracts with organic meat suppliers. In 2000, meat represents 10% of the organic food market, poultry represents 6% and eggs 10% while in 1998 meat with poultry represented together 3% of the market share.

*Cereal and Other Processed Products* have the largest market share of the organic food market in France. Most of the major French millers deal with organic cereals and organic flour, which are available at local specialist producers. Bakeries and biscuit manufacturers are increasingly moving into the organic market.

*Fruits and Vegetables* have the third largest segment of the organic market after cereals. French retailers are quickly moving into this sector, increasing those products' distribution and availability. Future growth is likely to take place among supermarket chains, although many of these products are currently sold in local open air markets.

In the processed food sector, innovative products like cocktails and baby food drive the fruits and vegetable juices market. However, the organic fruit juice market is supplied largely by imports.

*Organic wine's development* is limited by laws not fully in place and also by French consumers' doubts that organic wine is an organic product. However, production of organic wine is expected to double by 2002.

*Baby food* constitutes another growing sector. France has the highest consumption per capita of baby foods in Europe and the market is driven by new and innovative products. Organic baby food includes breakfast cereals and rusks, dehydrated and dried foods, juices and fresh produce.

Forecasts for organic food market growth 1996-2002  
(\$ million at wholesale prices)

Products	1996	2002	% Growth 1996-2002
Cereal products	167	333	200%
Fruit and Vegetables	100	200	200%
Dairy products	33	133	400%
Fruit juices	25	45	180%
Soya products	23	117	500%
Meat and poultry	10	42	417%
Wine	8	13	160%
Others	33	133	400%
TOTAL	399	1016	254%

Source: Bio Convergence forecasts based on interviews with the trade.

**Trade:**

Import-export traffic between member countries of EU is not recorded in official trade statistics, but the increase of the imports from outside EU can be seen from the fast-growing number of requests to the French authorities to authorization to import organic produce. It is difficult to access the size of the export trade because EU foreign trade statistics do not differentiate between organic and conventional food produce. In 1994 INRA (French Research Agency on Agriculture) estimated the exports about FF 600 million (\$ 108 million), but in 1997, exports had dropped by over 50%. The main reasons are the substantial increase in domestic French consumption of organic foods and the growing self-sufficiency in organic products of Germany, France's major export market. Exports consist mainly of added value grain products, fresh fruits and vegetables, wine as well as poultry and eggs. The major French organic product exports are bulk cereals to Germany and Scandinavian countries. Most exports of dairy products, meat and poultry, and fruit and vegetables go to EU neighboring countries.

Imports in 1998 were valued at about FF 300 million (\$50 million) and averaged 30,000 tons. Most imports are those products not found on the French market such as certain fruit juices, dried fruits, exotic fruits, cereal based products (cereal bars and mueslies), processed new-to-market organic products (i.e., ready to eat frozen foods and vegetarian meals.) Total imports account for about thirty percent of the organic food market (ten percent in 1998). Most come from Germany and the Scandinavian countries while 40% of total imports come from third countries.

The average premium retail price for organic products is 20-30 percent more than that of conventional foods. While retail prices differ from one outlet to another, organic specialized food stores price their items up to 50 percent more than supermarkets do.

The range of organic foods in France is still relatively limited. U.S. exporters who can provide a steady supply of high quality organic products at a reasonable price may find good export opportunities. Unexplored areas are as vegetarian meals, veggie burgers, salad dressings, sauces, mustard, brownies, ethnic dishes, herb teas, baby food and soups. Currently, demand for soy products and animal feed are rising quickly.

**2. Food Ingredients*****Entry Strategy and Market Summary***

Processors buy organic food ingredients directly from the manufacturers. They are also the main buyers of imports, and buy both ingredients and finished products to sell through marketing organizations.

The best way for a U.S. exporter to penetrate the French market is to deal through local importers/distributors, as local representation and personal contacts are essential entry factors. Also, of importance is the U.S. manufacturers/suppliers of organic food ingredients participation at trade food shows such as the Food/Health Ingredient Show (FIE), the health food/dietetic/organic show (DIETEBIO), and the International Food Show (SIAL). French food processing industry players attend these shows. For information on trade shows contact the Office of Agricultural Affairs (OAA) in Paris.

The organic food processing sector traditionally consists of small and medium-sized artisanal enterprises which produce one to two specialty products and sell them locally. Large agri-food companies are investing in organic foods and are using their names to launch brands available nationwide.

There are around 5500 organic food processors in France, most of which process vegetable products or milk. Those who process the latter are millers, bakers, breakfast cereal producers and cookie manufacturers. The

organic food processing sector has disproportionately increased from 687 in 1995 to 5500 in 2000. This growth reveals that non-specialist organic processors want to acquire the official logo "AB" on their products . Listed below are the main processors of the branded food segment:

### Major French Processing Firms Profile

<i><b>Company (Product Type)</b></i>	<i><b>Sales (\$Mil)</b></i>	<i><b>End-Use Channels</b></i>	<i><b>Brands</b></i>	<i><b>Shares of Organic Dry Grocery Production</b></i>	<i><b>Production Location</b></i>
Nutrition & Santé (cereals products, crisp breads, biscuits, slimming products, sport & energy drinks, and soy foods)	229	retail & food service	Gerblé, Cérééal, Gerlinéa, Ovomaltine & Isotar	N/A	France (part of the multi-national Novartis)
Distriborg (bread, biscuits, cereal bars, muesli, dried beans, prepared dishes and vegburgers)	250	retail & food service. Distriborg is also France leading distributor	Bjorg, Bonneterre, Evernat.	50%	France (Has acquired processors in the U.K., Belgium, Spain & Italy)
Danone (dairy products, cookies, cereals, baby food)	N/A	retail & food service	Gaylord Hauser & Biovivre	13.5%	France (Multi-national)
La Goût de la Vie (frozen, dry and refrigerated organic products, cereal products, fruit preserves & vegetable ready-meals)	25	Retail & food service	Le gout de la vie, Fabrichon, Drosain, Liora.	5%	France (has subsidiaries in Belgium-Luxemburg, Italy, U.K. and Spain)

In addition to the above major organic processing companies, about 120 dairies produce organic dairy products with a wide range of brand names. Total production of organic milk is estimated at 121 million liters in 2000, otherwise 0.5% of the global production. Even if the production has increased twofold since 1998, the supply doesn't cover the demand. Some of the largest companies in this sector are Triballat, Noyal, Biogam, Le Domaine de la Croix Morin, Fromagerie Marcel Petite. Some large general dairy cooperatives such as Eurial Poitouaine, Danone, Besnier and Entremont, are also entering the market.

### Sector Trends

The rise in organic food consumption has pushed up demand for organic ingredients such as spices, aromas, and plant extracts. The best prospects among basic organic food ingredients are grains, almonds, pistachios, dried fruits (dates, apricots, prunes), flour which are primarily used for baking by the major food processors, as well as tropical fruits, milk and organic proteins for animal feed. Most organic ingredients come from EU countries, Germany and Belgium being the largest suppliers of milk. Central Europe is the leading supplier of grains.

### 3. Food service products

The organic food service sector remains underdeveloped in France. There are about 130 organic food restaurants in France (80 in 1998), most of which are in large cities. Common consumers' perceptions of these restaurants are that they are austere and unattractive. These restaurants do not have the trappings of traditional French restaurants in regions where gastronomy is a source of pride and a topic of conversation and interest. Concerns about pesticides/additives and other food safety issues in France have not converted restaurant goers to organic food restaurants. Nevertheless, many restaurants start to develop organic dishes beside traditional menus. Municipalities more conscious and responsible about food safety, try to substitute the common food by organic food in the school cafeterias.

## SECTION III. PRODUCTION AND PROMOTION

### A. PRODUCTION

Total French area of land used for organic farming is currently 370,000 hectares (1.3% of French total agricultural area), from which 231,000 hectares are organic certified and 139,000 hectares in process of conversion to organic. After four years of huge increase, this result represents a break in the growth. In 2000, a readjustment between the animal production and the vegetable production becomes to be significant: +48% for the pork production, +36% for the beef production. On the other hand the poultry production stagnates. As the precedent years much of organic farming is located in the south of France but also more recently in the East and in the West. Only a few are in the Northw region with approximately 9260 producers and 5500 processors of organic food products. The two-third of the processed products are vegetable products: baby food, juices, soups, sauces.

Evolution of the Organic Farming in France

	1998	2000	% Change 1998/2000
Number of Organic Farming	6,139	9,283	+33

<b>ORGANIC PRODUCTION AREAS (in hectares)</b>			
Grains	22,900	33,578	+46
Oilseeds	5,900	9,032	+53
Vegetables	4,000	6,257	+56
Fruits	3,300	5,089	+54
Vineyard	4,700	6,879	+46
Grazing and fodder	71,800	156,111	+117
<b>TOTAL</b>	<b>112,600</b>	<b>216,946</b>	<b>+92</b>
<b>ORGANIC ANIMAL PRODUCTION (in heads)</b>			
Dairy cows	15,100	34,861	+30
Suckling cows	12,800	33,350	+24
Suckling sheep	21,900	60,746	+41
Laying hens	691,000	1,386,788	+51
Poultry meat	2,336,000	5,992,034	+54
Hogs for pork meat	8,400	59,303	+149
<b>TOTAL</b>	<b>3,085,200</b>	<b>10,652,282</b>	<b>+245</b>

Source: French Observatory of Organic Farming

## B. PROMOTION

Until now the promotion of agricultural and food products on domestic and international market has been done by the SETRAB (European Association of Organic Processors and Distributors) and by the French Ministry of Agriculture. On October 15, 2001, a new agency called Agence Bio (French Agency for the Promotion and Development of Organic Agriculture) will be the official promotional agency. A budget of \$ 1.4 million will be attributed to 2002, entirely financed by public funds, the Ministry of Agricultural Affairs try to equilibrate the financing of the agency by private funds in the next years.

## SECTION IV. PROMOTIONAL ACTIVITIES

Current demand for organic food is growing faster than supply, making the needs for promotional activities scarce. In fact, very few companies have the resources to spend on advertising.

Publicity for organic foods is therefore limited to advertisements for particular products in specialized publications. Explanatory leaflets for the consumers have been widely used. Most of these leaflets contain information on organic production.

Growth sales of major processing firms like Distriborg/Weinassen and Nutrition et Santé, as well as increased sales of retail supermarket chains like Carrefour will change this situation. Through their brands, these companies have now ventured into TV advertizing. Organic articles in consumer magazines indicates a growing interest in and concern among consumers for product quality, value and trust. However, the market has yet to mature to require price or quantity promotions.

## SECTION IV. POST CONTACTS AND FURTHER INFORMATION

### *Governmental Regulatory Agencies*

Label et Certification des Produits Biologiques  
Direction des Politiques Economique et Internationale (DPEI)  
MINISTERE DE L'AGRICULTURE ET DE LA PECHE  
251, rue de Vaugirard  
75732 Paris Cedex 15  
Tel: (33-1) 49 55 80 03  
Fax: (33-1) 49 55 59 48  
Email: [jean-yves.martin@agriculture.gouv.fr](mailto:jean-yves.martin@agriculture.gouv.fr)

Bureau C3 - Loyauté  
Direction Générale de la Concurrence, de la Consommation  
et de la Répression des Fraudes (DGCCRF)  
MINISTERE DE L'ECONOMIE DES FINANCES ET DE L'INDUSTRIE  
59, boulevard Vincent Auriol  
75783 Paris Cedex 13  
Tel: (33-1) 44 97 3310  
Fax: (33-1) 44 97 3043  
Email: N/A

### *Organic Certifying Agencies*

ECOCERT SARL  
BP 47  
32600 L'Isle-Jourdain  
Tel: (33-5) 62 07 34 24  
Fax: (33-5) 62 07 11 67  
Email: [ecocert@iway.fr](mailto:ecocert@iway.fr)

QUALITE FRANCE  
18, rue Volney  
75002 Paris  
Tel: (33-1) 42 61 58 23  
Fax: (33-1) 42 60 51 61  
Email: [bio@qualite-fran.asso.fr](mailto:bio@qualite-fran.asso.fr)

ULASE

Place du Champs de Mars  
26270 Loriol sur Drome  
Tel: (33-4) 75 61 13 00  
Fax: (33-4) 75 85 62 12  
Email: [Ulase@free.fr](mailto:Ulase@free.fr)

AGROCERT

4, rue Albert Gary  
47200 Marmande  
Tel: (33-5) 53 20 93 04  
Fax: (33-5) 53 20 92 41  
Email: [agrocert@wanadoo.fr](mailto:agrocert@wanadoo.fr)

CERTIPAQ

9, avenue George V  
75008 Paris  
Tel: (33-1) 53 57 48 60  
Fax: (33-1) 53 57 48 65

ACLAVE

Maison de l'Agriculture  
Boulevard Réaumur  
85013 La Roche-sur-Yon  
Tel: (33-2) 51 36 83 93  
Fax: (33-2) 51 36 84 63  
Email: [aclave@wanadoo.fr](mailto:aclave@wanadoo.fr)

***Organic Product Trade Association***

*European Association of Organic Processors and Distributors:*

SETRAB (Syndicat Européen des Transformateurs et Distributeurs de  
produits de l'Agriculture Biologique)  
36, rue de Picpus  
75012 Paris  
Tel: (33-1) 53 44 79 65  
Fax: (33-1) 53 44 79 66  
Email: [setrab@wanadoo.fr](mailto:setrab@wanadoo.fr)/[setrab@setrabio.com](mailto:setrab@setrabio.com)

*Professional Association for Organic Food:*

BIO CONVERGENCE  
16, rue Claude Bernard  
75231 Paris Cedex 05  
Tel: (33-1) 44 08 72 99  
Fax: (33-1) 44 08 18 87  
Email: N/A

FNAB (Fédération Nationale d'Agriculture Biologique)  
40, rue de Malte  
75011 Paris  
Tel: (33-1) 43 38 38 69  
Fax: (33-1) 43 38 39 70  
Email: N/A

SYNADIS (Syndicat National des Distributeurs Spécialisés de Produits Biologiques))  
62, rue Fonneuve  
35500 Libourne  
Tel: (33-5) 57 25 38 14  
Fax: (33-5) 57 51 38 14  
E-mail: [synadis@wanadoo.fr](mailto:synadis@wanadoo.fr)

*Major directory of French organic food business:*

OECP Editions  
Publisher of l'Annuaire Vert  
11, rue Saint Amboise  
75011 Paris  
Tel: (33-1) 47 00 46 46  
Fax: (33-1) 47 00 24 91  
Email: [info@vert-world.com](mailto:info@vert-world.com)

Observatoire National de l'Agriculture Biologique  
ASSEMBLEE PERMANENTE DES CHAMBRES D'AGRICULTURE (APCA)  
9, avenue George V  
75008 Paris  
Tel: (33-1) 53 57 10 10  
Fax: (33-1) 53 57 10 05  
Email: [guillaume.queguiner@apca.chambagri.fr](mailto:guillaume.queguiner@apca.chambagri.fr)

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Should you have questions or comments on this report or on French processors/manufactures, importers or distributors, or should you need assistance in exporting high value food products to France, please contact the Office of Agricultural Affairs in Paris at the following address:

Office of Agricultural Affairs  
American Embassy  
2 , avenue Gabriel  
75382 Paris Cedex 08  
Tel: (33-1) 43 12 2264  
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For more information on exporting U.S. food products to France, visit our homepage. The OAA homepage includes information on the HRI and Retail food sector, Food Agricultural Import Regulations and Standards, product briefs on the market potential for U.S. products, upcoming trade shows and fairs in France.

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service home page: <http://www.fas.usda.gov>.

In addition, information on organic products including a monthly organic newsletter, can be found at the Horticultural and Tropical Products Division homepage (<http://www.fas.usda.gov/http/organics.html>).